

## Best of CAMA 2024 - List of Finalists

Tags	Cat #	Category	Company/Client Name	Entry	Agency Name
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	Bayer Crop Science	Roots Remastered	McCann Canada
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	Calian Agriculture	Bin-Sense - Sleep Tight, Your Grain's Alright	Balloonfish
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	UFA	Red Deer is Going Orange	In-house
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	Vestaron Crop Protection	SPEAR LEP - Made by Mother Nature	Vera Causa
Finalist	1	Multimedia Campaigns - Total Budget of up to \$650,000	WinField United Canada	LockTech	Balloonfish
Finalist	2	Multimedia Campaigns - Total Budget of More Than \$650,000	Bayer Crop Science	Going to Be #1	McCann Canada
Finalist	2	Multimedia Campaigns - Total Budget of More Than \$650,000	Canadian Aquaculture Industry Alliance & Fisheries Council of Canada	Choose Canadian Seafood - Smarter Meals Out of the Blue	Nourish Food Marketing
Finalist	2	Multimedia Campaigns - Total Budget of More Than \$650,000	Chicken Farmers of Canada	Raised Canadian. Raised Right.	True Media Canada
Finalist	2	Multimedia Campaigns - Total Budget of More Than \$650,000	Dairy Farmers of Manitoba	All from a good place	Humanity Agency
Finalist	2	Multimedia Campaigns - Total Budget of More Than \$650,000	National Canola Marketing Program	Hello Canola	FleishmanHillard HighRoad
Finalist	3	New Product Launch/Introduction	Adama	Maxentis	Show and Tell
Finalist	3	New Product Launch/Introduction	Bayer Crop Science	Roots Remastered	McCann Canada
Finalist	3	New Product Launch/Introduction	Farm Health Guardian	Breach Alert Launch Campaign	Synthesis Agri-Food Network
Finalist	3	New Product Launch/Introduction	Nufarm Canada	Oxbow™ powered by Duplosan™   Product Launch	AdFarm
Finalist	3	New Product Launch/Introduction	WinField United Canada	LockTech	Balloonfish
Finalist	4	Print Ad Single Execution	Agriculture in the Classroom Canada	Brightening the Future of Ag	WS
Finalist	4	Print Ad Single Execution	Cargill Limited	Timeless	MÉ&Co. Agency
Finalist	4	Print Ad Single Execution	Manitoba Canola Growers	2022 – 2023 Annual Report Print Ad	Tow Powell Design
Finalist	4	Print Ad Single Execution	Nutrien Ag Solutions – Proven Seed	On Proven Ground Print Ad	Think Shift
Finalist	5	Print Ad Series Execution	Envu	Envu TruRange Series	AdFarm
Finalist	5	Print Ad Series Execution	Nufarm Canada	BlackHawk EVO	AdFarm
Finalist	5	Print Ad Series Execution	Nutrien Ag Solutions – Dyna-Gro Seed	No Place Like Home	Think Shift
Finalist	5	Print Ad Series Execution	Syngenta Enogen	High-Energy Feed Campaign	Show and Tell
Finalist	6	Unique Execution (within Publication)	Nufarm Canada	Pre-seed Burndown Cover Wrap	AdFarm
Finalist	6	Unique Execution (within Publication)	Nutrien Ag Solutions – Dyna-Gro Seed	No Place Like Home Cover Wrap	Think Shift
Finalist	6	Unique Execution (within Publication)	UFA	Red Deer is Going Orange	In-house
Finalist	7	Radio: Single	Calian Agriculture	Bin-Sense - Sleep Tight, Your Grain's Alright	Balloonfish
Finalist	7	Radio: Single	Nufarm Canada	Oxbow™ Radio	AdFarm
Finalist	7	Radio: Single	Nutrien Ag Solutions – Proven Seed	On Proven Ground	Think Shift
Finalist	7	Radio: Single	WinField United Canada	LockTech	Balloonfish
Finalist	8	Radio: Series	Bayer Crop Science	Roots Remastered	McCann Canada
Finalist	8	Radio: Series	Canadian Canola Growers Association	Cash Advance "Advisor" Radio Series	6P Marketing
Finalist	8	Radio: Series	Dairy Farmers of Manitoba	All from a good place Radio Series	Humanity Agency
Finalist	8	Radio: Series	RealAgriculture	RealAg on the Weekend	In-house

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Finalist	9	Television	Dairy Farmers of Manitoba	All from a good place - Lanna	Humanity Agency
Finalist	9	Television	Federated Co-operatives Limited	Diesel Quality	Barbershop
Finalist	9	Television	Kubota Canada Ltd.	Bring In Spring	Underdog Studio Ltd.
Finalist	9	Television	WinField United Canada	LockTech	Balloonfish
Finalist	10	Direct Mail	Bayer Crop Science	Bayer Protection Home Team	McCann Canada
Finalist	10	Direct Mail	Bayer Crop Science	Making History	McCann Canada
Finalist	10	Direct Mail	FP Genetics	FP Genetics	In-house
Finalist	10	Direct Mail	Nufarm Canada	Soil Active Direct Mail	AdFarm
Finalist	11	E-mail Marketing	National Canola Marketing Program	Hello Canola	FleishmanHillard HighRoad
Finalist	11	E-mail Marketing	Nufarm Canada	Soil Active Email Series	AdFarm
Finalist	11	E-mail Marketing	Nutrien Premium Fertilizer Technologies	eKonomics, ESN and Smart Nutrition	AdFarm
Finalist	11	E-mail Marketing	UFA	Farmer's Day 2024	In-house
Finalist	12	Billboards or Other Out-Of-Home	Bayer Crop Science	Going to Be #1	McCann Canada
Finalist	12	Billboards or Other Out-Of-Home	Federated Co-operatives Limited	Diesel Quality	In-house
Finalist	12	Billboards or Other Out-Of-Home	FP Genetics	FP Genetics	In-house
Finalist	12	Billboards or Other Out-Of-Home	SeCan	Soybean Magnetic Signs	Margrie Wallace
Finalist	13	Product Catalog & Guides	S3 PowerPin	S3 PowerPin	In-house
Finalist	13	Product Catalog & Guides	Soiltech Wireless	Soiltech Reseller One-Pagers and Folder	WS
Finalist	13	Product Catalog & Guides	Syngenta, NK Seeds	140 Anniversary Seed Guide	Show and Tell
Finalist	13	Product Catalog & Guides	Trouw Nutrition Canada	Rancher's Equine Feed Product Guide	The Fold Collective
Finalist	13	Product Catalog & Guides	Trouw Nutrition Canada	Step Right Product Guide	The Fold Collective
Finalist	14	Product Packaging	Downeys Farm	The Honest Potato Company	Bob's Your Uncle
Finalist	14	Product Packaging	Trouw Nutrition Canada	Step Right Product Packaging	The Fold Collective
Finalist	14	Product Packaging	Yorkshire Valley Farms	Yorkshire Valley Farms	Bob's Your Uncle
Finalist	15	Company and/or product brochures	Canadian Biogas Association	Digestate Brochures	Synthesis Agri-Food Network
Finalist	15	Company and/or product brochures	Corteva Agriscience	Corteva Biologicals Brochure	FleishmanHillard HighRoad
Finalist	15	Company and/or product brochures	Nutrien Premium Fertilizer Technologies	General Brochure	AdFarm
Finalist	16	Point-of-Purchase Material	Cargill Limited	Timeless	MÉ&Co. Agency
Finalist	16	Point-of-Purchase Material	Federated Co-operatives Limited	CO-OP GOLD PURE® Oat Beverage	In-house
Finalist	16	Point-of-Purchase Material	FMC	Intruvix™ II herbicide POP	Kahntact
Finalist	16	Point-of-Purchase Material	UFA	9.5 thats the perfect 10	In-house
Finalist	17	Exhibits	Bayer Crop Science & DoMoreAg	Hay Are You Ok?	McCann Canada
Finalist	17	Exhibits	Egg Farmers of Canada	2024 RC Show Booth Design	Nourish Food Marketing
Finalist	17	Exhibits	Manitoba Beef Producers	Manitoba Beef Producers	Print Studio One
Finalist	17	Exhibits	Nutrien Ag Solutions	Commodity Classic Tradeshow Experience	Think Shift
Finalist	17	Exhibits	SeCan	SeCan Circle Plots	In-house

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Finalist	18	Promotional Item	Bayer Crop Science	Roots Remastered	McCann Canada
Finalist	18	Promotional Item	Elanco Canada	ABIC – Fight for a Greener Future	Think Shift
Finalist	18	Promotional Item	FMC	Kochia Control Team Kits	Kahntact
Finalist	18	Promotional Item	Nutrien Premium Fertilizer Technologies	Smart Nutrition MAP + MST Swag	AdFarm
Finalist	18	Promotional Item	UFA	Farmer’s Day 2024	In-house
Finalist	19	Infographic	Bayer Crop Science	Making History	McCann Canada
Finalist	19	Infographic	Nutrien Premium Fertilizer Technologies	Carbon Cycle Infographic	AdFarm
Finalist	19	Infographic	Vestaron Crop Protection	Peptide Infographic	Vera Causa
Finalist	20	Experiential Marketing, Non-Traditional Guerilla Tactics, Street T	Bayer Crop Science	Roots Remastered	McCann Canada
Finalist	20	Experiential Marketing, Non-Traditional Guerilla Tactics, Street T	Dairy Farmers of Manitoba	FarmingXP	Humanity Agency
Finalist	20	Experiential Marketing, Non-Traditional Guerilla Tactics, Street T	Smart Energy Company	Generac Giveaway	AdFarm
Finalist	20	Experiential Marketing, Non-Traditional Guerilla Tactics, Street T	UFA	Red Deer is Going Orange	In-house
Finalist	21	Logo Design	Canadian Canola Growers Association	Canadian Canola Growers Association Logo	Show and Tell
Finalist	21	Logo Design	eKonomics	The Dirt PodKast Logo	AdFarm
Finalist	21	Logo Design	National Canola Marketing Program	Hello Canola	FleishmanHillard HighRoad
Finalist	21	Logo Design	S3 PowerPin	S3 PowerPin	In-house
Finalist	21	Logo Design	SureSource Agronomy	Kickin’ Frass from Suresource Agronomy	Kahnsult
Finalist	22	Corporate Identity	FP Genetics	FP Genetics	In-house
Finalist	22	Corporate Identity	Marshal Yard	Marshal Yard Rebrand	Marshal Yard
Finalist	22	Corporate Identity	S3 PowerPin	S3 PowerPin	In-house
Finalist	22	Corporate Identity	Second Harvest	Second Harvest	Bob’s Your Uncle
Finalist	22	Corporate Identity	Vestaron Crop Protection	Vestaron Crop Protection - Brand Evolution	Vera Causa
Finalist	23	Overall Industry & Public Relations Program	Canadian Cattle Association - Public and Stakeholder Engagement	“Reduce, Reuse, RuminatE” Campaign	Bob’s Your Uncle
Finalist	23	Overall Industry & Public Relations Program	Canadian Roundtable For Sustainable Beef	CRSB National Beef Sustainability Assessment and Strategy launch	Brookline PR
Finalist	23	Overall Industry & Public Relations Program	Grain Farmers of Ontario	Ontario Farming STEMterprise	In-house
Finalist	23	Overall Industry & Public Relations Program	Hebert Group	Solving Agriculture’s Puzzles	Hebert Group, Michelle Schurman Consulting & Westwood Strategies
Finalist	23	Overall Industry & Public Relations Program	National Canola Marketing Program	Hello Canola	FleishmanHillard HighRoad
Finalist	24	Media Relations	Bayer Crop Science	Bayer Training Camp at Ag In Motion	Weber Shandwick Canada
Finalist	24	Media Relations	Canadian Agri-Food Policy Institute	Advancing Agriculture Policy	Winston Wilmont
Finalist	24	Media Relations	Vestaron Crop Protection	Vestaron Receives EPA Approval for Second Active Ingredient, BASIN® Bioinsecticide	Vera Causa
Finalist	25	Crisis Communications, Issues Management, Government Relations	Farm Management Canada	Understanding the Experience of Farm Women Report	WS
Finalist	25	Crisis Communications, Issues Management, Government Relations	Grain Farmers of Ontario	2023 St. Lawrence Seaway Strike Response	In-house
Finalist	25	Crisis Communications, Issues Management, Government Relations	Pulse Canada (on behalf of the Stop the Strike Coalition)	#StopTheStrike	In-house

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Finalist	26	News or Feature Article	National Canola Marketing Program	Hello Canola	FleishmanHillard HighRoad
Finalist	26	News or Feature Article	Trouw Nutrition Canada	Acid Binding Capacity - 4 (ABC4): A key parameter in weaned pig diet formulation	In-house
Finalist	26	News or Feature Article	Western Grains Research Foundation	Accelerating Capacity Articles	Synthesis Agri-Food Network
Finalist	27	Persuasive Writing	AgSafe Alberta	Older farmers must emphasize safety	Cole's Ag Communications
Finalist	27	Persuasive Writing	Canadian Cattle Association - Public and Stakeholder Engagement	A Sustainable Menu Includes Canadian Beef	In-house
Finalist	27	Persuasive Writing	Hebert Group	Cultivating growth – the business savvy and policies today's farmers need to thrive	Hebert Group, Michelle Schurman Consulting & Westwood Strategies
Finalist	28	Press Release	BASF Canada Agricultural Solutions	Growing Home with BASF expands to support agricultural communities across the Prairies and Ontario	AdFarm
Finalist	28	Press Release	Canadian Roundtable For Sustainable Beef	CRSB launches second National Beef Sustainability Assessment and Strategy	Brookline PR
Finalist	28	Press Release	Kubota Canada	Kubota RTV-X Launch Press Release	FleishmanHillard HighRoad
Finalist	29	Blogs	AGI	Harvest Storage Tips Blog	In-house
Finalist	29	Blogs	Hebert Group	Farmer Coach	Hebert Group, Michelle Schurman Consulting & Westwood Strategies
Finalist	29	Blogs	Hebert Group	Kristjan Hebert - COP 28	Hebert Group, Michelle Schurman Consulting & Westwood Strategies
Finalist	29	Blogs	Think Shift	Evolution of Ag 2024	Think Shift
Finalist	30	Advertorials	Cargill Limited	Timeless	MÉ&Co. Agency
Finalist	30	Advertorials	Elanco Canada	Leave it Better	Think Shift
Finalist	30	Advertorials	Nutrien Ag Solutions – Proven Seed	On Proven Ground NTACTION™ Technology Advertorial	Think Shift
Finalist	31	Events	CropLife Canada	GrowCanada conference	Details Convention & Event Management
Finalist	31	Events	FCC	Food & Beverage Summit	In-house
Finalist	31	Events	Pulse Canada	Pulse Immersion Days	In-house
Finalist	31	Events	UFA	Farmer's Day 2024	In-house
Finalist	31	Events	UFA	Red Deer is Going Orange	In-house
Finalist	32	Newsletters	Canadian Agri-Food Policy Institute	CAPI Connection Enews Series	Winston Wilmont
Finalist	32	Newsletters	Cereals Canada	Cereals Canada Value Chain newsletter	In-house
Finalist	32	Newsletters	Keep it Clean	Keep it Clean	Think Shift
Finalist	33	Magazines	Dairy Farmers of Canada	proAction Sustainability Report	Synthesis Agri-Food Network
Finalist	33	Magazines	Farm & Food Care Ontario	The Real Dirt on Farming	In-house
Finalist	33	Magazines	Trouw Nutrition Canada	At a Glance Magazine	Signé François Roy
Finalist	34	Annual Reports	Agriculture in the Classroom-Manitoba	2023 Annual Report: Inspiring Our Future	Tom Powell Design
Finalist	34	Annual Reports	Alberta Milk	Annual Report	In-house
Finalist	34	Annual Reports	Canola Council of Canada	2023 Annual Report – Growing Opportunity	Tom Powell Design
Finalist	34	Annual Reports	Cereals Canada	Cereals Canada 2023 Annual Report	Tom Powell Design
Finalist	34	Annual Reports	Manitoba Crop Alliance	2024 Annual Report	Cole's Ag Communications

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Finalist	35	Special Publications	FCC	AgriSuccess Mental Health Special Edition	In-house
Finalist	35	Special Publications	Lactanet Canada	DairyTrace 2023 Annual Snapshot	Synthesis Agri-Food Network
Finalist	35	Special Publications	Nourish Food Marketing	2024 Nourish Food Marketing Trend Report	In-house
Finalist	35	Special Publications	Stratus Ag Research	The Evolution of Grower Programs Insights Report	Westwood Strategies
Finalist	35	Special Publications	UFA	Red Deer is Going Orange	In-house
Finalist	36	Specialty: Event, corporate, webinars, podcasts or recorded pro	Alberta Beef Producers	2024 Environmental Stewardship Award	Peakline Films
Finalist	36	Specialty: Event, corporate, webinars, podcasts or recorded pro	Canadian Cattle Association - Public and Stakeholder Engagement	Reduce, Reuse, Ruminant	Story Brokers Media House
Finalist	36	Specialty: Event, corporate, webinars, podcasts or recorded pro	Cereals Canada / What About Wheat?	WAW? Canadian Dietitian Webinar	Synthesis Agri-Food Network
Finalist	36	Specialty: Event, corporate, webinars, podcasts or recorded pro	Hebert Group	The Truth About Ag	Hebert Group, Michelle Schurman Consulting & Westwood Strategies
Finalist	36	Specialty: Event, corporate, webinars, podcasts or recorded pro	Nutrien Ag Solutions	Safety Video	Think Shift
Finalist	37	Product or Service Video	AgKnow – Alberta Farm Mental Health Network	How are you, Really?	In-house
Finalist	37	Product or Service Video	Canadian Biogas Association	Farming Biogas Video Series	Synthesis Agri-Food Network
Finalist	37	Product or Service Video	FCC	Pelican Lake Video	In-house
Finalist	37	Product or Service Video	Federated Co-operatives Limited	CO-OP GOLD PURE® Hummus	Barbershop
Finalist	37	Product or Service Video	National Canola Marketing Program	Hello Canola	FleishmanHillard HighRoad
Finalist	37	Product or Service Video	Nutrien Ag Solutions – Dyna-Gro Seed	No Place Like Home Video	Think Shift
Finalist	38	Web Advertising	Calian Agriculture	Bin-Sense - Sleep Tight, Your Grain's Alright	Balloonfish
Finalist	38	Web Advertising	Canadian Canola Growers Association	Cash Advance Scrolling Ad Takeover	6P Marketing
Finalist	38	Web Advertising	Cargill Limited	Timeless	MÉ&Co. Agency
Finalist	38	Web Advertising	WinField United Canada	LockTech	Balloonfish
Finalist	39	Pay-Per-Click Campaign	Calian Agriculture	Bin-Sense - Sleep Tight, Your Grain's Alright	Balloonfish
Finalist	39	Pay-Per-Click Campaign	Honey Bee Manufacturing	Should Have Bought an AirFLEX NXT	Balloonfish
Finalist	39	Pay-Per-Click Campaign	WinField United Canada	LockTech	Balloonfish
Finalist	40	Online Video Advertising	Calian Agriculture	Fuel Lock - Fuel Know It All	Balloonfish
Finalist	40	Online Video Advertising	Cargill Limited	Timeless	MÉ&Co. Agency
Finalist	40	Online Video Advertising	Dairy Farmers of Manitoba	All from a good place - Lanna	Humanity Agency
Finalist	40	Online Video Advertising	Elanco Canada	Follow a Dog	Think Shift
Finalist	40	Online Video Advertising	National Canola Marketing Program	Hello Canola	FleishmanHillard HighRoad
Finalist	40	Online Video Advertising	UFA	Covered Campaign	In-house
Finalist	41	Website	Bayer Crop Science & DoMoreAg	Hay Are You Ok?	McCann Canada
Finalist	41	Website	Nutrien Ag Solutions	ProvenSeed.ca	Think Shift
Finalist	41	Website	S3 PowerPin	S3 PowerPin	In-house
Finalist	41	Website	Saskatchewan Wheat Development Commission	Sask Wheat	Think Shift

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Finalist	42	Micro-Site or Landing Page	AGI	Knowledge Bin Microsite	In-house
Finalist	42	Micro-Site or Landing Page	CADARO	GEAPS landing Page	WS
Finalist	42	Micro-Site or Landing Page	Canadian Biogas Association	Ag Assessment Tool	Synthesis Agri-Food Network
Finalist	42	Micro-Site or Landing Page	Grain Farmers of Ontario	Ontario Farming STEMterprise	In-house
Finalist	42	Micro-Site or Landing Page	Nutrien Premium Fertilizer Technologies	Retailer Toolbox	AdFarm
Finalist	43	Social Media Management	Cargill Limited	Timeless	MÉ&Co. Agency
Finalist	43	Social Media Management	CropLife Canada	Manage Resistance Now	Synthesis Agri-Food Network
Finalist	43	Social Media Management	Nutrien Ag Solutions	Nutrien Ag Solutions	Think Shift
Finalist	43	Social Media Management	UFA	Farmer's Day 2024	In-house
Finalist	43	Social Media Management	UFA	Red Deer is Going Orange	In-house
Finalist	43	Social Media Management	Vestaron Crop Protection	Vestaron Crop Protection LinkedIn	Vera Causa
Finalist	44	Social Specialty	Canadian Cattle Association - Public and Stakeholder Engagement	Influencer Ranching Experience	Bob's Your Uncle
Finalist	44	Social Specialty	Egg Farmers of Ontario	Easter Tree Contest	Edana
Finalist	44	Social Specialty	Grain Farmers of Ontario	Holiday Chef Influencers	Samauri Media
Finalist	44	Social Specialty	Nutrien Ag Solutions	Brand Ambassador Avery	Think Shift